

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**DECEMBER 14, 2005, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resource Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Proposed Weekly Sales 2006
  - 2) Super Bowl Sale
  - 3) Special Offers for February 2006 (Super Bowl Sale)
  - 4) Additional Super Bowl Sale Offers
  - 5) Test Market Products:
    - a. Test Market Request (Pinnacle Cherry, Apple, Orange & Citrus Vodkas)
    - b. Test Market Results (Codes #3770, #2882 & #2383)
  - 6) Line Extension Requests:
    - a. Captain Morgan Tattoo, 1.75L
    - b. Ciroc Vodka, 375ML
    - c. Dr. McGillicuddy's French Kiss, 375ML
  - 7) February Price Increase
  - 8) January 2006 Sweepstakes
  - 9) January 2006 E-mail Coupon
  - 10) One Time Buy (Antique Bourbon Collection)
  - 11) January Special Offer (1 item – Southern Wine & Spirits of N.E.)
  - 12) February Special Offers:
    - a. 174 items (Southern Wine & Spirits of N.E.)
    - b. 2 unmatched items (Southern Wine & Spirits of N.E.)
- B. WINES:
  - 1) March 2006 Wine Sale
  - 2) Requests for Second Size
  - 3) Test Requests:

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- a. Lindeman Bin Wines
  - b. Anastasi Estates Wines from Greece
  - c. Woodbridge Riesling Mosel, 1.5L
- 4) Recommended Allocated Wines for Distribution to Selected Stores  
(15 items)
- 5) Recommended Allocated Wines (Absolutes) for Distribution to  
Selected Stores:
  - a. 1 item
  - b. 14 items
- 6) Primary Source Submissions (2 primary source; 4 exclusive agent;  
27 imported)
- 7) Tabled Items:
  - a. Dom Perignon Pricing (11/30/05, Item B-2)

**III. ENFORCEMENT & LICENSING REPORTS**

**IV. CHAIRMAN'S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford